

## ACNM Sponsorship Policy

### Introduction

The American College of Nurse-Midwives (ACNM) is the professional association that represents certified nurse-midwives (CNMs) and certified midwives (CMs) in the United States. ACNM sets the standard for excellence in midwifery education and practice in the United States and strengthens the capacity of midwives in developing countries. Our members are primary care providers for women and people throughout the lifespan, with a special emphasis on pregnancy, childbirth, and gynecologic and reproductive health.

The purpose of the ACNM Sponsorship Policy is to define the relationship between corporate sponsors and ACNM in regards to all sponsorship activities.

### Sponsorship Policy Statement

The Board of Directors of the American College of Nurse Midwives understands the importance of maintaining ACNM's reputation. The board also values diversity in ACNM programming and events. For over 60 years, ACNM has striven to present evidence-based, timely, and courteous discussions to advance the practice of midwifery.

ACNM's board has therefore adopted this Sponsorship Policy Statement to guide ACNM staff as they plan and implement programming, and to give potential supporters of that programming a clearer idea of what they might expect as the program is shaped. The goal is to better ensure that ACNM programs support our mission and values.

Three basic concepts are included in this statement:

- A neutral presentation of the factual content of any education or programming provided
- Transparency in identifying financial supporters of all programming
- Maintaining ACNM accountability and responsibility for all important programming decisions.

ACNM accepts assistance from other entities to achieve its mission. Namely, support midwives, advance the practice of midwifery, and achieve optimal, equitable health outcomes for the people and communities midwives serve through inclusion, advocacy, education, leadership development and research. ACNM solicits and uses such commercial support in a manner consistent with the following policies:

- [Leadership Guidelines of Ethical Conduct](#)
- [Anti-Discrimination and Harassment Policy](#)
- [Gift Acceptance Policy](#)
- [Conflict of Interest Policy](#)

In addition, ACNM adheres to external rules and guidance related to commercial support including: Internal Revenue Service regulations governing organizations classified as federally tax exempt under section 501(c)(6) of the Internal Revenue Code.

### **Principles for Sponsorships and Exhibitors**

These principles are applicable to all ACNM sponsorship and exhibitor activity. ACNM considers a sponsorship or exhibitor to be an arrangement with industry, a company or an organization that provides financial support to ACNM in exchange for value-neutral acknowledgement that does not endorse a sponsor's products or services.

- ACNM requires a written agreement with the sponsor that reflects the purpose of the sponsorship, the amount of the sponsorship and an agreed upon acknowledgement of the scope of the sponsorship
- Sponsorships are consistent with ACNM's strategic plan and mission
- ACNM provides complete and timely disclosure of sponsor support
- ACNM in its sole discretion determines how to acknowledge the sponsor in a value-neutral manner so as to not endorse or promote a sponsor's product or service

### **Definitions of Sponsorship Related Activities**

- *ACNM Industry Partner Alliance* – An ACNM Industry Partner is an organization that provides financial or in-kind resources to support the ACNM's activities.
- *An Event Sponsor* – An event sponsor is an entity that provides specific funding for an ACNM education program or other ACNM event. A supporting organization may be also an event sponsor if it specifically underwrites an ACNM event.
- *Program Content*- ACNM will remain solely responsible for the content of programs and other events, including the subject to be covered, panelists to be invited, and materials to be distributed. Suggestions from supporting organizations, including an event sponsor, are welcomed, but the ACNM retains final decision-making responsibility over our programming.
- *Participation in Events*: ACNM strives to provide a range of perspectives during events, including both policy expertise and on-the-ground practical knowledge imparted by leaders who are implementing policies on a daily basis.

### **Communications with Speakers**

ACNM or its contractors will issue all official invitations to participate in an ACNM event, including those to substitute speakers as needed. ACNM will arrange for and conduct all preparatory calls with speakers, with the goal of framing and guiding the discussion at the event.

### **Process for Review and Approval**

ACNM events staff will review and approve sponsorship opportunities to ensure alignment with ACNM's mission and strategic plan. When presenting issues with a clear difference of opinion among stakeholders, staff will consider evidence-based information when making the decision on whether to engage a sponsor. Any concerns related to the selection of sponsors or exhibitors should be directed to ACNM events staff who will escalate to the ACNM CEO as appropriate.

In addition, ACNM is a multi-faceted organization. We support policy solutions and a



wide-range of stakeholders that work to promote access to midwives and evidence-based midwifery-led care, improve the culture of the people and communities we serve and create better health outcomes for all people nationwide despite party or politics. In all instances, the ACNM will maintain sole discretion to invite and secure additional event sponsors.

**Applicability:** These policies apply to all supporting organizations and to any supporting organization or event sponsor contracted after April 1, 2022.